Misleading TV Advertisements

948. SHRI MOTIUR RAHMAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is aware of the misleading TV ads to promote Sona Chandi Chayavanprash and Boro Plus products;

(b) if so, whether Government has gone into the statements made by the manufacturers over the TV ads and if so, the details of findings thereof; and

(c) what action does the Government propose to check such misleading TV ads?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No such instance has been brought to the notice of the Government regarding "Sona Chandi Chayavanprash" or "Boro Plus" products.

(b) Does not arise.

(c) At present, there is no regular surveillance mechanism for monitoring the content of all the channels. However, all broadcasters are required to abide by the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. As per Rule 7 (9) of the Cable Rules, all broadcaster are also required to follow the self regulation code adopted by Advertising Standards Council of India (ASCI), which deals with instances of violation of its Code. Moreover, with a view to look into the violation of the programme/advertising codes, the Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Cable Act. The Committee either *suo-motu* or on receipt of complaint, examines cases of violation of the Codes. If any violation is noted by the Committee, action is taken against the TV channel as per rules. Advisories, for strictly adhering to Programme and Advertising Codes are also issued to the TV Channels from time to time.

Courses Conducted by Satyajit Ray Film and TV Institute

949. SHRI SHREEGOPAL VYAS:
SHRI BALAVANT *ALIAS* BAL APTE:
SHRI RUDRA NARAYAN PANY:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what courses are conducted by Satyajit Ray Film and TV Institute;

(b) whether there is scope for more courses; and

(c) what steps are being taken to enable it to cater to the growing needs of the film industry?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) There are four courses conducted by the Institute:

1. Direction and Screenplay writing
2. Motion Picture Photography or Cinematography
3. Editing
4. Sound Recording or Audiography

(b) Yes, Sir.

(c) SRFTI is constantly in the process of upgrading its curriculum and infrastructure and has proposed two new Courses on Production Management and Animation and Electronic Imaging during the 11th Five Year Plan period.

Construction of Akashwani Kendra at Pithoragarh

†950. SHRI HARISH RAWAT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the building of Akashwani Kendra has been constructed in Pithoragarh (Uttarakhand);

(b) if so, when the construction work has started and when that building has been constructed;

(c) whether the broadcasting work has been started by the Akashwani Kendra at Pithoragarh; and

(d) if not, the reasons for delay and the action taken against the culprits?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Yes, Sir.

(b) The expenditure sanction for the construction of building for AIR Pithoragarh was accorded in November, 1991 and building was ready for installation work in August, 1994.

(c) Yes, Sir.

(d) Does not arise.

Content code proposed by Government

951. SHRIMATI N.P. DURGA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether broadcasters and other stakeholders have submitted their views on the Content Code proposed by Government;

(b) if so, the details of view given by various broadcasters and stakeholders;

(c) whether it is a fact that a meeting was held in the first week of September, 2007, with the broadcasters in connection with the proposed Content Code; and

(d) if so, the details of the outcome of the meeting?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (d) Broadcasters and Stakeholders have submitted their views on the latest formulation of the draft Self-Regulation Guidelines and Certification Rules proposed by the Committee formed by the Government. Views both for and against the formulation have been aired which are mainly as follows:

Industry's concerns :

* Totally reject the Code in concept and principle. Support formulation of their own self regulation guidelines within one year.

* Opposed to provision of Content Auditor as this is in fact the role of Editor. Immediacy of 24 hrs. live television makes this an unpractual idea.

† Original notice of the question was received in Hindi.